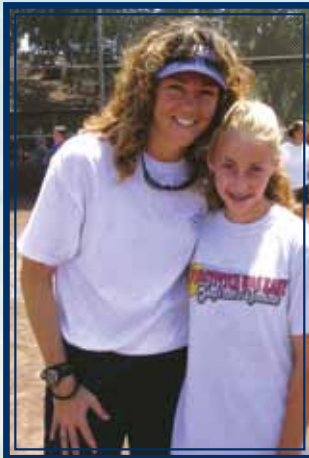


## The Reel Winners

Ronald McDonald House Charities® Tampa Bay provides comfort, care and support to children and their families through the operation of core programs like the Ronald McDonald House®, the Ronald McDonald Care Mobile®, RMHC College Scholarships and grants to other nonprofit organizations that assist children. The Ronald McDonald House of Tampa Bay provides a home-away-from-home for families of pediatric patients in area hospitals.



Athletes for Hearts, Inc. was created to provide financial assistance to families with children in need of medical treatment specific to a heart condition and to fund advancements in medical technology for the treatment of heart disease, with a special emphasis on heart conditions affecting children.



RMHC of Tampa Bay (Fed Tax ID #59-1835985, FL #CH2181) qualifies under Sec. 501 (c)(3) of the IRS Code. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval, or recommendation by the State. Tax contribution is deductible for the amount exceeding the fair market value of goods and services received. We retain no professional solicitors: 100% of each donation goes to our program.

Athletes for Hearts, Inc. is a completely volunteer-led not-for-profit 501(c)(3) charity.

Hosted By

*Trader Winds*  
ISLAND RESORTS ON ST. PETE BEACH



For more information contact:  
Janice Davis • 813.258.6430, ext. 1  
Keith Overton • 727.432.3428  
[www.fishingforhearts.com](http://www.fishingforhearts.com)  
[www.rmhcstompabay.com](http://www.rmhcstompabay.com)



## Inshore Photo Release Tournament

*Benefiting*



RONALD McDONALD HOUSE®  
TAMPA BAY

**Athletes  
for hearts**

October 14, 2011

Loggerhead Club & Marina

**Joe Maddon**

**2011 Honorary Chairman**

Printing donated by C&D Printing

## Schedule of Events

**Friday, October 14, 2011**

### Inshore Photo Release Tournament

Loggerhead Club & Marina, St. Petersburg, FL

7:30-8:30 am Registration & Cont'l Breakfast

9:00 am Boats depart

3:00 pm Photo Weigh-in, Live Entertainment,  
Awards Party

## AWARDS

Limited edition, signed & numbered prints  
by renowned marine artist Thomas Krause

### Snook, Redfish & Trout

First, Second & Third Place Awards  
for angler & captain.

### Grand Slam Tournament Champion

Angler & Captain with all species  
& longest overall length.

Photo judging by  
Coastal Conservation Association  
Hillsborough Chapter.

Places will be determined by length.



Thomas Krause is one of Florida's finest marine & wildlife artists. He has spent plenty of time underwater in the Gulf of Mexico and Caribbean. His ability to light his subject material below water with refracted light is breathtaking. Krause's art is regularly featured in galleries and prominent shows.

## Tournament Sponsorships

Boats include a local professional guide, up to 3 anglers, all tackle and boxed lunches.

### PRESENTING TITLE SPONSORSHIP \$30,000

- ◆ Up to 12 angler entries (4 guided boats)
- ◆ One fisherman's gift bag for each angler
- ◆ Premium placement of corporate banner
- ◆ Product exclusivity for brand when available
- ◆ Level specific media package

### PLATINUM SLAM SPONSORSHIP \$10,000

- ◆ Up to 6 angler entries (2 guided boats)
- ◆ One fisherman's gift bag for each angler
- ◆ Premium placement of corporate banner
- ◆ Level specific media package

### GOLD SPONSORSHIP \$5,000

- ◆ Up to 3 angler entries (1 guided boat)
- ◆ One fisherman's gift bag for each angler
- ◆ Placement of corporate banner
- ◆ Level specific media package

### SILVER SPONSORSHIP \$2,500

- ◆ Up to 3 angler entries (1 guided boat)
- ◆ One fisherman's gift bag for each angler

### PRIVATE BOAT ENTRY \$1,500\* (captain & up to 3 anglers)

- ◆ Includes boxed lunch for each person
- ◆ One fisherman's gift bag for each person

**\*The Title and Platinum sponsorships feature inclusion in all promotional materials, such as**

- ▲ Press releases
- ▲ RMHC website, newsletter (dist. 13,000), e-news blast (4,300)
- ▲ TradeWinds Island Resorts website, e-newsletters (38,000), e-blasts (8,000)
- ▲ **Reel Animals** website
- ▲ Fishing for Hearts website
- ▲ Level specific media packages

## Tournament Registration Form

Contact Person \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

### SPONSORSHIP LEVEL

- Presenting Title \$30,000
- Platinum Slam \$10,000
- Gold \$ 5,000
- Silver \$ 2,500
- Private Boat \$ 1,500

We are not fishing, but here is my donation.  
**Recognition on printed materials for donations of \$1,000+**

- Please invoice me
- Check payable to Ronald McDonald House
- Credit Card MC / VISA / AMEX

# \_\_\_\_\_

Expiration: \_\_\_\_\_ V Code: \_\_\_\_\_

Print Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Provide billing address if different from above**

\_\_\_\_\_  
\_\_\_\_\_

### Team Members

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**\*Designated Private Boat Captain (if applicable)**

1. \_\_\_\_\_

### Additional Team Members (Presenting & Platinum)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Please return registration & payment form to:**

Joo Hooi Albritton  
Ronald McDonald House Charities Tampa Bay  
28 Columbia Drive, Tampa, FL 33606  
[jharmh@tampabay.rr.com](mailto:jharmh@tampabay.rr.com)

*Just let go.®*